

**Agency Activity Inventory**  
**by Agency**  
**Appropriation Period: FY 2004-05**

**Agency:** H95 - State Museum

**Functional Group:** Cultural

**881 Collections**

The primary mission of the Collections Staff of the South Carolina State Museum is to collect, preserve, interpret, and, when appropriate, exhibit the various aspects of what we call South Carolina as that pertains to the Art, Science and Technology, Cultural History, and Natural History of the state. Included with the collecting is the conservation and long-term storage of the specimens/artifacts, and the interpretation and public dissemination of the information developed about the objects. SC Code of Laws Title 60, Chapter 13, Article 1.

FY 2004-05					
Total	General Funds	Federal Funds	FM	Other Funds	FTEs
\$406,937	\$313,260	\$0	No	\$93,677	12.00

**Expected Results:**

There are numerous, ongoing goals and objectives that pertain to the Collections Staff: Continuous upgrade of collections in all disciplines. Preparation of manuscripts of original research for publication in peer-reviewed journals. Continued contact with the collecting public to ensure access to outside collections. Enhance/add to existing exhibits. Development of future exhibits. Search for and pursue outside funding in the form of grants and donations. Revise and implement exhibit development plan. Each member of the collections staff attends one yearly national professional discipline meeting. Public presentations and outreach programs by each of the Collections Staff, as appropriate. Update of exhibit schedule for changing exhibit galleries. Development of research and label copy for future permanent and traveling exhibits. Conservation needs by each Curator, as appropriate.

**Outcome Measures:**

Collections in each discipline continue to grow and improve in content and quality. Curators publish at least one paper in a peer-reviewed journal. Curators have access to private collections for loan or donation. Exhibits are enhanced as materials and money become available. Future exhibit ideas are developed and pursued as appropriate. Outside money is actively pursued to support the finances of the Museum. The existing exhibit development plan is fine-tuned to fit the situation. Meeting attendance is the way in which our staff is recognized in the museum community. As authorities on their fields, the Curators promote the Museum by public presentations. The exhibit schedule is constantly updated as new data become available. Each Curator is constantly adding to the exhibit ideas list with supporting writing. Each Curator must perform some of his/her own specimen/artifact conservation, as needed.

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**882 Education**

The purpose of the education activity at the South Carolina State Museum is to fulfill the educational direction of the museum by presenting quality, diverse learning experiences for a statewide audience consisting of the general public, students, teachers and specific constituent groups. The education activity supplements the K-12 curriculum with standards-based programs in art, natural history, science & technology and cultural history conducted at the museum and through its outreach program. All of these opportunities are supported by a dedicated group of 180 volunteers who, during the last fiscal

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year, contributed 88,000 hours of service to our statewide audiences. The museum presents a wide variety of exhibit-related and thematic programs, festivals and events throughout the year, as well as themed birthday parties, a series of summer day camps and overnight camp-ins. The museum provides an outreach program consisting of StarLab, a portable planetarium, traveling exhibits available for rent to museums around the country. Museum staff and volunteers also present programs at schools, civic organizations and other cultural institutions throughout the state. Over the years, the museum has cultivated and maintained mutually beneficial partnerships with the education community, cultural, civic and other organizations.

FY 2004-05					
Total	General Funds	Federal Funds	FM	Other Funds	FTEs
\$543,078	\$378,323	\$0	No	\$164,755	10.00

#### Expected Results:

The expectations are that educational programs will assist the students and teachers with thematic programming developed in accordance to curriculum standards. Public programs, festivals and events throughout the year provide opportunities for enrichment and entertainment for a statewide audience as well as out-of-state visitors. All programs are designed to increase attendance, generate revenue, encourage repeat and first-time visitors and heighten awareness of the history, culture and resources of the state.

#### Outcome Measures:

During the past fiscal year, 175,000 guests visited the museum, of these, 75,000 were students. Participation in museum education programming drew students from all 46 counties in South Carolina. Approximately 30,000 guests visited the museum for specific programs and events.

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### 883 Exhibits

Exhibit design and production is the activity which creatively designs and produces displays of collections, reproductions, explanatory graphic interpretations, and related audio-visual media, primarily about South Carolina's historical, scientific, natural history and artistic heritage. (Over 90,000 sq. ft. of exhibits, which includes 5 large changing galleries). The resulting exhibits and graphic panels, program signage, graphic support and promotional materials, are intended to educate, engage and inspire the school children, guests and outreach visitors of the SC State Museum. The exhibits are developed, produced, installed and maintained as permanent, changing and traveling exhibits, experienced by Museum guests, school children, and visitors to museums around the state who use our traveling exhibit or consulting services.

FY 2004-05					
Total	General Funds	Federal Funds	FM	Other Funds	FTEs
\$693,459	\$459,140	\$0	No	\$234,319	15.00

#### Expected Results:

The SC State Museum offers a variety of permanent and changing exhibits that are intended to be engaging, educational and entertaining, whose purpose is to supplement and complement many of the state's educational curriculum standards. (Over 90,000 sq. ft. of exhibits, which includes 5 large changing galleries). Increased school attendance should result. The Museum's exhibits are also produced to inspire imagination and provide hands-on and three dimensional learning experiences for guests of all ages. General attendance should increase from the previous fiscal year.

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**Outcome Measures:**

Exhibits are produced on time, 100% of the time, and under our budget (consistently 2/3 under national market value). Seven changing exhibits to be installed this fiscal year, totaling over 38,300 sq. ft. Changing and quality exhibit experiences might be measured in attendance figure comparisons with previous years, and with the percentage of positive evaluations recorded, versus negative feedback.

**Agency:** H95 - State Museum**Functional Group:** Cultural**884 Operations**

OPERATIONS at the SC State Museum is primarily concerned with drawing visitors to the museum and serving them once they are here. It encompasses the activities of marketing/advertising (print, broadcast, outdoor, public/media relations, etc.), guest services (ticket sales, museum store, visitor assistance, etc.) and facility rentals (offers unique spaces to businesses, civic/cultural and other public groups for a wide variety of events) with the ultimate goal of producing goodwill throughout the community and state, increasing the public's attendance of the museum and its appreciation for the importance of South Carolina to the nation's culture and history.

FY 2004-05					
Total	General Funds	Federal Funds	FM	Other Funds	FTEs
\$1,148,381	\$63,998	\$0	No	\$1,084,383	7.00

**Expected Results:**

The activities of the museum's operations are expected to increase earned revenue, which is used to further the museum's mission to inspire and enrich the public of South Carolina. This is achieved through innovative, entrepreneurial efforts in marketing, which promote the museum's educational and cultural offerings and increase attendance/tourism in the state and city, and which also supports the state's largest industry; through guest services which generate revenue through admissions, food, and store sales and further enhance the guests' experience; and through facility rentals, which provide significant revenue through rental fees while also introducing the museum to members of groups who will subsequently bring their families and friends to enjoy the museum's cultural, educational, and recreational benefits.

**Outcome Measures:**

The State Museum annually compares a number of statistics to measure outcomes of operations activities, including total visitation (compared year-to-year and year-to -average); total income from store sales and ticket sales; and income from facility rentals. For FY 03-04, these figures are: attendance 175,408; admissions, \$326,844; blockbuster exhibit admissions, \$293,932; store sales \$778,308; food sales, \$7,683; facility rentals \$219,971.

**Agency:** H95 - State Museum**Functional Group:** Cultural**885 Facilities**

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Public Safety and Building Services provides services that insure the security, safety and comfort of the Museum's collections and exhibits, the building and its environment, and especially Museum guests, volunteers and staff. Security and safety procedures have been established to handle a wide variety of situations, both during regular 7-day-a-week operational hours and evening events, including first responder first aid. The building interiors are well kept and secure. Facility rental events are provided room set-up, monitoring, cleaning, and related assistance. 24 hour security monitoring of the Museum, including monitoring smoke, heat & fire alarms of the entire building (over 360,000 sq. ft.), help to insure the preservation of the state's collection of natural and cultural treasures. Museum area covered is over 217,000 sq. ft.

FY 2004-05					
Total	General Funds	Federal Funds	FM	Other Funds	FTEs
\$2,649,785	\$2,486,668	\$0	No	\$163,117	13.00

#### Expected Results:

The building or its collection storage rooms will experience no security entry violations resulting in theft or damage. No collection item is stolen while on exhibit. Facility Use room rentals will increase with quality service. Guest complaints are less than the year before. Overall cleanliness and adequate security coverage should reduce vandalism to state property.

#### Outcome Measures:

Fire or security alarms are addressed 100% of the time and recorded. Facility Use evaluations are compared with previous years, (percentage of positive evaluations recorded, versus negative feedback). The number of Facility Use events in comparison with previous years could be an indicator of the quality of service or facilities. The number of guest complaints are less than the year before.

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## 886 Administration

Administration provides executive leadership, strategic direction, financial services, human resources, and IT management.

FY 2004-05					
Total	General Funds	Federal Funds	FM	Other Funds	FTEs
\$521,548	\$437,871	\$0	No	\$83,677	10.00

#### Expected Results:

Fulfill the agency's mission of positively impacting the lives of its visitors through excellence in programming and exhibits. To provide excellence in staff support to the other areas.

#### Outcome Measures:

Annual attendance of both visitor and educational consumers. Positive reaction to quality of presentations. Staff morale and involvement is high and turnover is low.

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**AGENCY TOTALS**

*State Museum*

<b>TOTAL AGENCY FUNDS</b>	<b>TOTAL GENERAL FUNDS</b>	<b>TOTAL FEDERAL FUNDS</b>	<b>TOTAL OTHER FUNDS</b>	<b>TOTAL FTEs</b>
\$5,963,188	\$4,139,260	\$0	\$1,823,928	67.00